

Article

Paragraph plan

Useful language

<p>Interesting title <i>to attract reader's attention and engage his or her interest</i></p>	
<p>Paragraph 1: Introduction</p> <ul style="list-style-type: none"> - which clearly outlines the topic(s) to be covered. - it should encourage the reader to go on reading. 	<p>Rhetorical questions: <i>Have you ever done anything like this?</i> <i>So is this really true?</i> <i>How would you react in a situation like this?</i> <i>Have you ever heard anything like it?</i> <i>So what do I really think about the whole thing?</i></p>
<p>Paragraphs 2-3-4-5: Main body</p> <ul style="list-style-type: none"> - development of the topic – each new aspect should be presented in a separate paragraph with a clear topic sentence. - don't give away what is to come – keep the reader in suspense. 	<p>Addressing the reader directly: <i>I'm fairly sure that you will all agree with me when I say...</i></p> <p><i>We are told that this is the best way to.... .But I don't agree, and I am pretty sure you don't either.</i></p>
<p>Final paragraph: Conclusion</p> <ul style="list-style-type: none"> - summary of the topic and /or opinion/comments/recommendation(s) 	<p>Recommendations and finishing in an interesting way: <i>There are a number of reasons why I would recommend this to...</i> <i>Speaking for myself...</i> <i>It goes without saying that...</i> <i>It just couldn't have been better!</i></p>

Points to consider

- Plan your ideas carefully before you start to write and remember that the focus of an article is usually to interest or inform the reader, and to entertain.
- Think of an interesting title.
- Try to involve the reader by using techniques like rhetorical questions at the beginning, though don't use too many in the article as they can become boring. You can talk to the reader directly.
- The style of the article depends on the context, type of publication and who the reader is. It may be semi-formal or informal.
- Use interesting examples or anecdotes to support your ideas.
- Try to finish in an interesting way, possibly using some kind of joke or punchline.